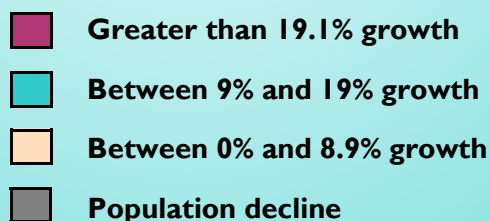
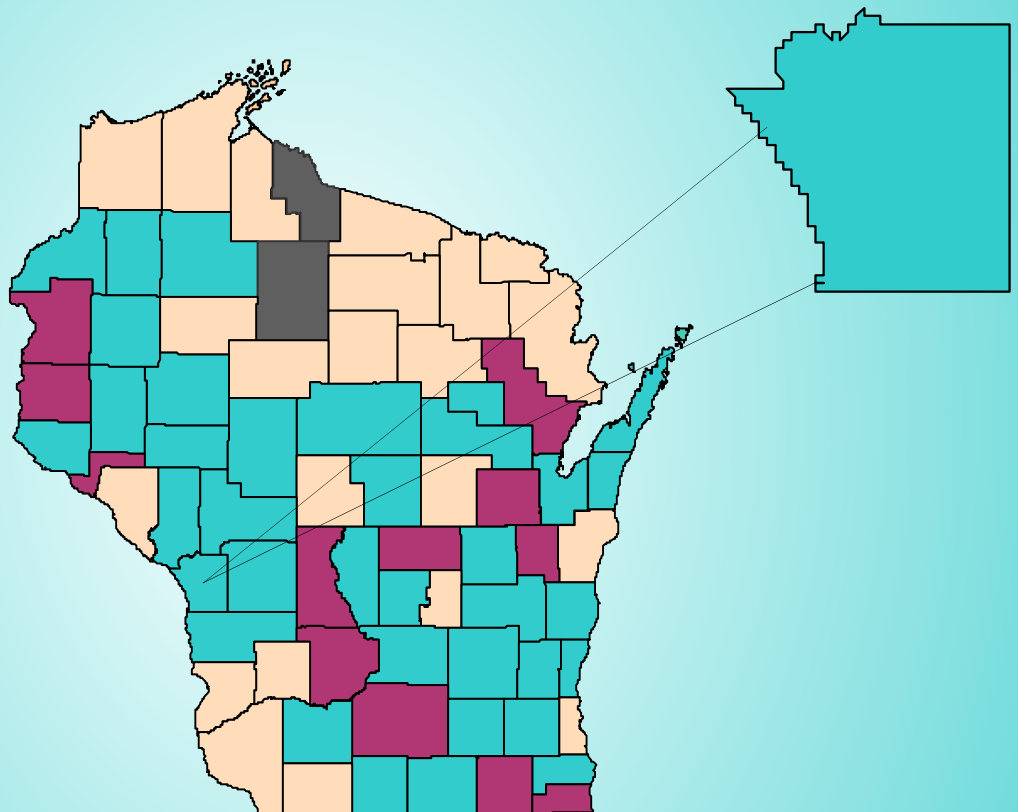


La Crosse County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in La Crosse County increased 1.2 percent from April 2000 through December 31, 2001. About 60 percent of this 1,313 person increase came from more individuals moving into the county than outward migration. The 1.2 percent increase in La Crosse County's population should be considered sluggish, at best. During the same time period the national population grew by two percent and the state population grew by 1.7 percent. The county's largest city, La Crosse, lost population during the last two years.

The migration rate in La Crosse County was lower than the 0.9 percent migration rate for Wisconsin, but it roughly kept pace with the rest of the other metropolitan counties in the state. A net gain of 743 individuals moved to the county since 2000.

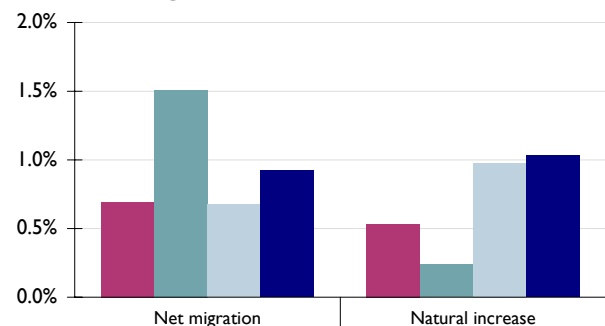
The increase in population from natural causes totaled 570 even though there were 2,186 births in the county. The primary reasons as to why the increase in population from natural causes is much lower than one would expect are; the increasing age of the average resident in La Crosse County, the out-migration of childbearing-age female college graduates to other counties and states, and the relative lack of diversity in the county's population.

In 2000, the median age in La Crosse County of 33.5 years was slightly lower than the statewide av-

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
La Crosse County	107,120	108,433	1.2%
Largest Municipalities			
La Crosse, City	51,818	51,781	-0.1%
Onalaska, City	14,839	15,224	2.6%
Holmen, Village	6,200	6,621	6.8%
Onalaska, Town	5,210	5,317	2.1%
West Salem, Village	4,738	4,820	1.7%
Shelby, Town	4,687	4,730	0.9%
Campbell, Town	4,410	4,415	0.1%
Holland, Town	3,042	3,110	2.2%
Hamilton, Town	2,103	2,174	3.4%
Farmington, Town	1,733	1,788	3.2%

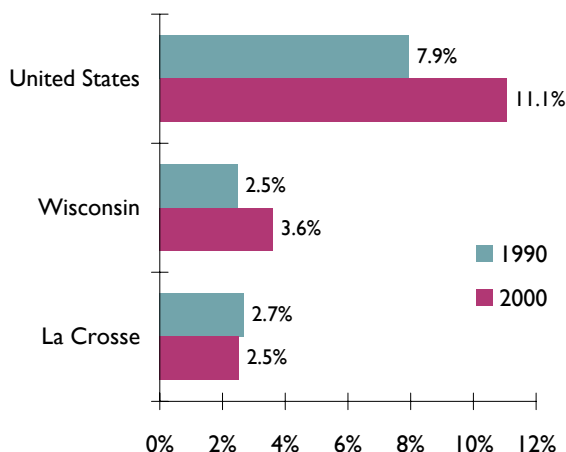
Net migration and natural increase



La Crosse Co.	0.69%	0.53%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

erage of 36, however slightly higher than the national average age of 33.3.

La Crosse County is still mostly populated with white residents. La Crosse County's share of foreign-born residents is very low compared to the United States, and even Wisconsin. The county's share of foreign born population actually declined

(Continued on page 2)

La Crosse County Workforce Profile

Population Projections by Age Groups in La Crosse County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	3,231	3,688	3,744	4,494	5,564	3,435	3,545	3,778	3,995	3,793	3,228	2,243	1,761	1,572	1,482	2,373
Female	3,130	3,373	3,562	5,023	6,132	3,264	3,446	3,856	4,135	3,838	3,185	2,280	1,957	1,824	1,743	4,446
2005																
Male	3,221	3,289	3,903	4,626	5,912	3,638	3,136	3,561	3,796	3,989	3,753	3,115	2,128	1,639	1,422	2,596
Female	3,089	3,188	3,579	5,133	6,467	3,440	2,887	3,441	3,866	4,146	3,830	3,157	2,224	1,869	1,734	4,528
2010																
Male	3,424	3,258	3,430	4,823	6,124	3,845	3,309	3,141	3,571	3,783	3,936	3,616	2,954	1,985	1,498	2,710
Female	3,283	3,127	3,334	5,121	6,644	3,606	3,031	2,874	3,442	3,866	4,127	3,790	3,079	2,128	1,791	4,561
2015																
Male	3,661	3,455	3,394	4,155	6,267	3,974	3,492	3,310	3,147	3,557	3,729	3,792	3,432	2,762	1,829	2,854
Female	3,511	3,316	3,269	4,625	6,514	3,701	3,175	3,016	2,875	3,442	3,848	4,082	3,698	2,954	2,048	4,654
2020																
Male	3,842	3,714	3,620	4,114	5,384	4,098	3,629	3,509	3,334	3,154	3,526	3,615	3,625	3,235	2,578	3,261
Female	3,684	3,568	3,487	4,520	5,901	3,674	3,284	3,181	3,039	2,897	3,455	3,838	4,014	3,580	2,867	5,019

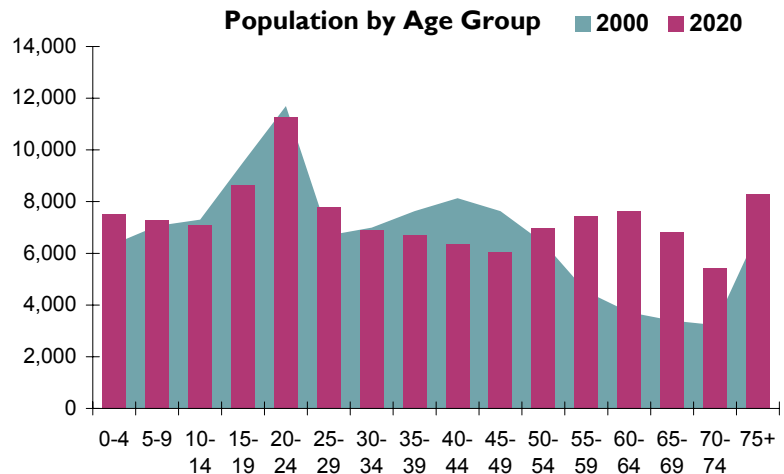
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

from 1990 to 2000.

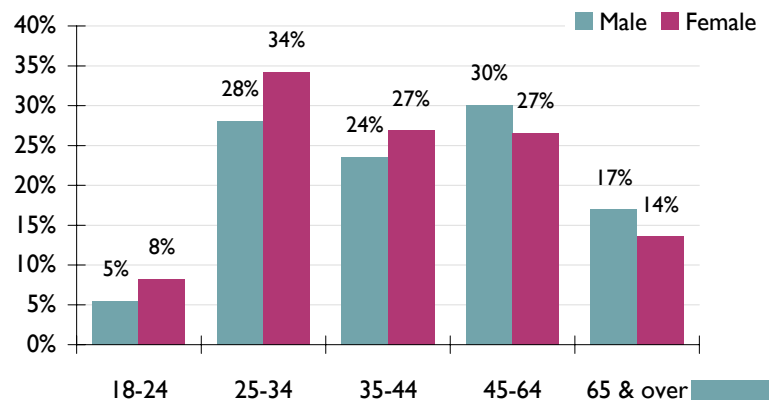
Barring some unforeseen and radical change in the county's demographic trends, La Crosse County's ability to grow numerically and economically will become increasingly difficult given this population trend. Nationally, more births are occurring in non-white populations, plus a median age approaching 40 years cannot be overlooked. The median age will only increase in the years to come.

Population age projections to the right illustrate that the share of population over the age of 60 will increase from 16 percent of the population in 2000 to 24 percent in 2020 as the population under 20 years old is projected to decline from 28 percent to 25 percent of the total.

A noticeable trend in La Crosse County is that a higher share of younger females have a bachelor's degree than men. In the older age groups one finds a generation where more men attended college and now the opposite is true with the younger age groups. The chart to the left infers that female college graduates are leaving the area for jobs in other counties and states. La Crosse county has more four-year degree graduates than the county's economy needs.



Percent of age group with at least a Bachelor's degree in La Crosse County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments and are in their prime earning years, and older residents are anticipating retirement.

In 2002, Wisconsin's 73 percent LFPR placed it among the five highest state LFPR in the United States. The overall participation rate in La Crosse County in 2002 was 74.9 percent, somewhat higher than the state's and markedly higher than the 67 percent rate of the nation. La Crosse's LFPR had been almost identical to the state's until 2002 where it took an upturn. It's likely that La Crosse County's LFPR will drop in the future as the county's average age will continue to increase.

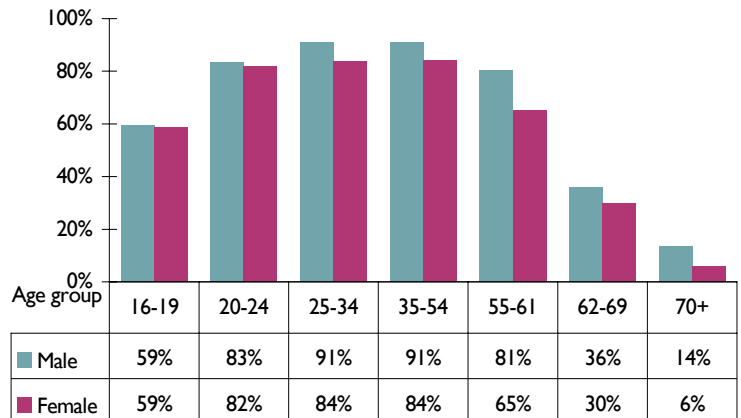
These issues of a declining LFPR, increasing population over 60 and out-migration of college graduates will need to be addressed in the next five to ten years.

Increasing the participation rate among La Crosse County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups, the graph on the right projects the number of residents in 2020 that will be in the labor pool. By 2020, even though the number of residents will increase by 10,000, the number who participate in the labor force will decline from 62,923 in 2002 to 59,927 in 2020.

Of the roughly 63,000 residents who currently participate in the labor force about 60,300 are employed and 2,700 are unemployed. The county's unemployment rate is up from an all-time low in 1998 due to the recession and loss of jobs associ-

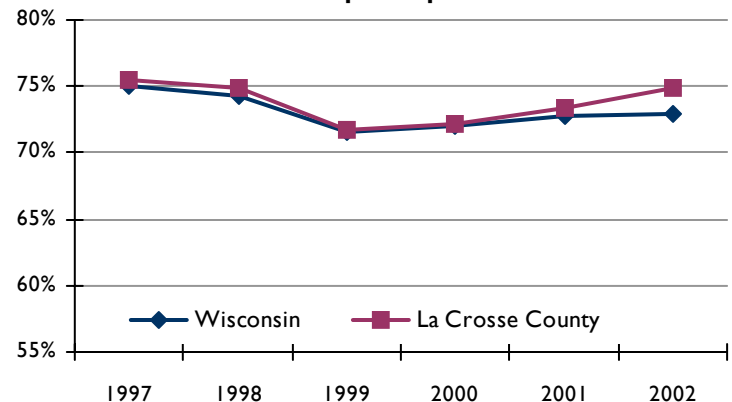
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La Crosse Labor Force Participation by Age & Sex in 2000



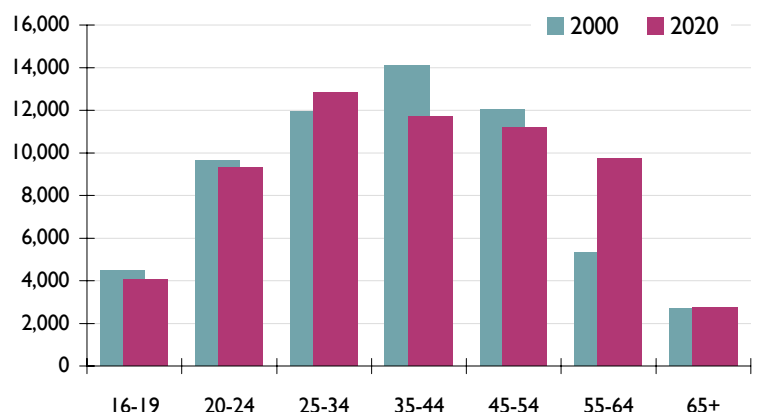
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in La Crosse County



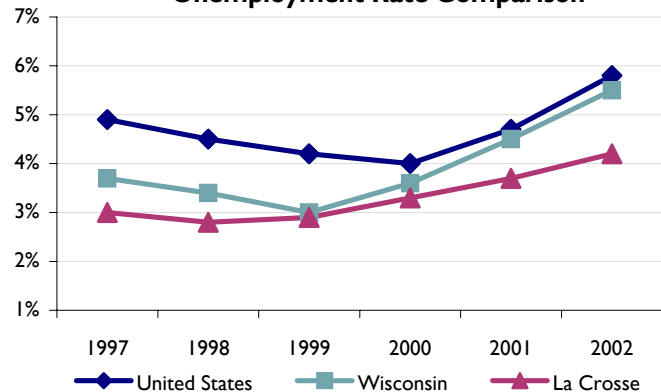
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

La Crosse County Workforce Profile

ated with this downturn. When the economy recovers labor shortages will once again become a major problem for employers.

By the year 2020, labor shortages will be acute in La Crosse County. Even with no increase in employment demand, which is unlikely, as older persons utilize service industries at a higher rate and a projected total labor force in 2020 of 59,927, the unemployment rate in La Crosse County could potentially drop to less than one percent.

Unemployment Rate Comparison



La Crosse County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	60,637	60,518	59,196	61,135	62,384	62,963
Employed	58,842	58,835	57,474	59,137	60,104	60,292
Unemployed	1,795	1,683	1,722	1,998	2,280	2,671
Unemployment Rate	3.0%	2.8%	2.9%	3.3%	3.7%	4.2%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

La Crosse County is in the Western region of the state and the list of jobs on the right is representative of the jobs in that eight county region

The greatest numerical demand for workers is found on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs and workers often leave these jobs as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,500 jobs increased only 25 percent.

Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.42
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

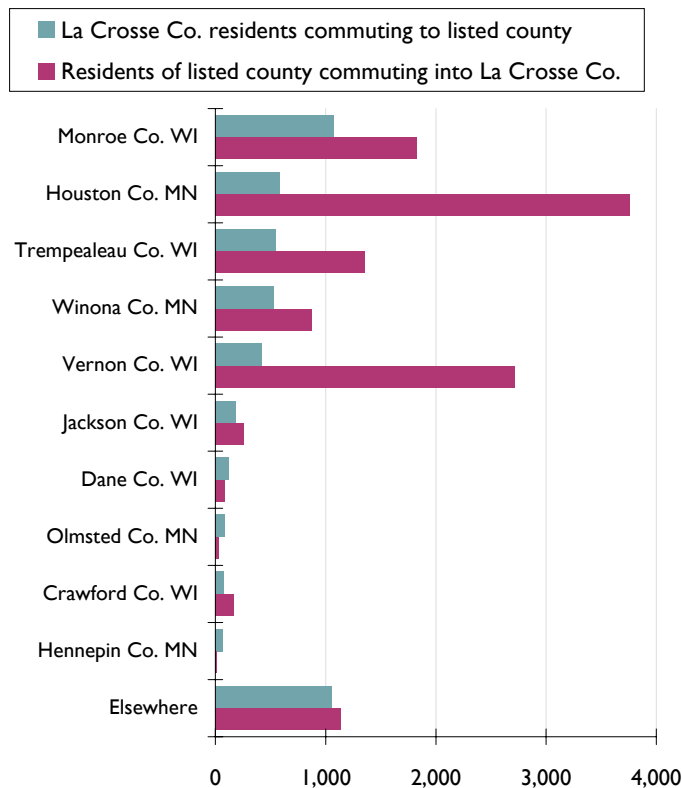
* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, were released from Census 2000 in April 2003. The worker flow patterns for La Crosse County are dominated by the traffic to and from Houston County, Minnesota, and to a lesser extent Vernon County, Wisconsin.



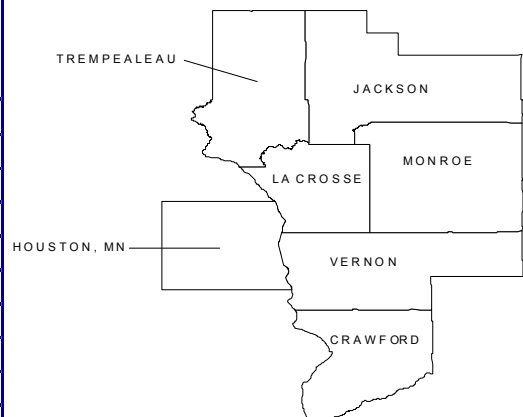
Since the Mississippi River separates La Crosse County and Minnesota, commuter routes to Minnesota are limited to highways with a bridge across the river. There are only two routes from La Crosse County providing access across the river into Minnesota, Interstate 90 to the north of the City of La Crosse and the 'big blue bridge' - the Cass Street bridge, located in the downtown area of the City of La Crosse.

In the last ten years, La Crosse County has continued to gain workers from surrounding counties during the daily commute. In 1990, La Crosse County had a daily net gain of 4,381 workers from outside the county. According to Census 2000, the net amount of workers commuting into La Crosse County almost doubled, increasing to 7,474 workers. The actual increase in workers coming into La Crosse for work from other counties was 71 percent, while employment during the same ten year period increased just 22 percent. This continual increase of workers coming into the county has contributed to increasing travel-to-work times in La Crosse and surrounding counties.

The number of workers net gained from Houston County, Minnesota increased from 2,491 in 1990 to 3,180 in 2000. The number of workers gained from Monroe County in terms of net commute increased from a mere 61 workers in 1990 to 752 more in 2000.

	La Crosse Co. residents commuting to listed county	Residents of listed county commuting into La Crosse Co.	Net gain or loss of workers
Monroe Co. WI	1,073	1,825	752
Houston Co. MN	582	3,762	3,180
Trempealeau Co. WI	553	1,352	799
Winona Co. MN	528	879	351
Vernon Co. WI	425	2,719	2,294
Jackson Co. WI	181	256	75
Dane Co. WI	127	90	-37
Olmsted Co. MN	89	35	-54
Crawford Co. WI	82	164	82
Hennepin Co. MN	67	17	-50
Elsewhere	1,058	1,140	82

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

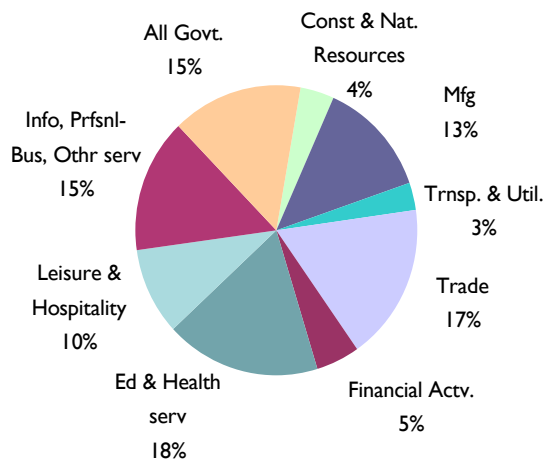
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for La Crosse County in present and former coding systems.

La Crosse County Industry Distribution: 2002



Some of the more notable changes are that transportation employment is now grouped with warehousing and utilities and comprises 3 percent of local jobs compared with 3 percent under SIC, which included communication industries. Most jobs in communication were moved to a new sector, information.

Wholesale and retail trade jobs declined to 17 percent of total employment in NAICS from 26 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and

(Continued on page 7)

2002 Industry Employment in La Crosse County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	2,800	4%	Construction & Mining	4%
Manufacturing	9,500	13%	Manufacturing	13%
Transportation, warehousing & utilities	2,200	3%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	12,800	18%	Wholesale trade	6%
			Retail trade	20%
Financial activities	3,600	5%	Finance, insurance & real estate	5%
Information, professional & business services, other services	10,900	15%	Services & misc (incl. agr, forestry, fishing)	32%
Education and health services	12,700	17%	Government	14%
Leisure & hospitality	7,100	10%		
Government	10,800	15%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

La Crosse County Workforce Profile

lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector.

The lists of top ten industries and employers in La Crosse County uses the North American Industry Classification System. One big change with this list over previous years are the display of sub-groups within health services, two of which appear on the top industry list. In 2003, American Standard (Trane) slipped from the largest to the third largest private employer in the county. American Standard/Trane had held the top position for many years.

Top 10 Industry Groups in La Crosse County

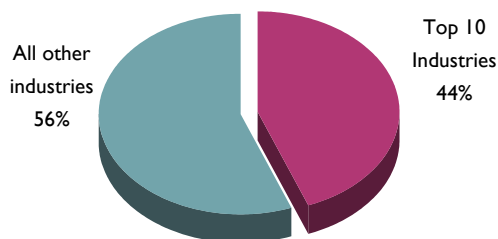
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	30	5,428	-64
Food Services and Drinking Places	205	4,977	-5
Hospitals	*	*	*
Ambulatory Health Care Services	103	4,039	472
Machinery Manufacturing	*	*	*
Administrative and Support Services	97	2,421	-78
Merchant Wholesalers, Nondurable Goods	54	2,139	-312
Credit Intermediation & Related Activity	45	2,013	216
General Merchandise Stores	12	1,955	-152
Nursing and Residential Care Facilities	16	1,805	-78

*data suppressed to maintain confidentiality

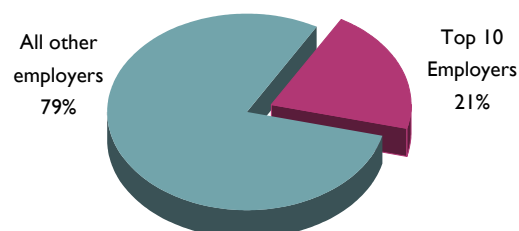
Top 10 Private Employers in La Crosse County

Company	Product or Service	Size
Gundersen Clinic	Offices of physicians	1000 +
Gunderson Lutheran Medical Center	General medical & surgical hospitals	1000 +
American Standard	AC & commercial/industrial refrigeration equip. manufacturing	1000 +
Franciscan Skemp Medical Center	General medical & surgical hospitals	1000 +
First Federal Savings Bank	Savings institutions	1000 +
Kwik Trip	Convenience Stores	500-999
Reinhart Foodservice	General line grocery merchant wholesalers	500-999
Centurytel Service Group	Telecommunications	500-999
Northern Engraving	Plastics product manufacturing	500-999
Apac Customer Services	Telemarketing/Contract Customer Service	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

La Crosse County Workforce Profile

The bottom graph emphasizes the strong presence of education and health services employers in La Crosse County. Roughly 27 percent of all jobs in the county and 31 percent of the total payroll is from this super-sector. The annual average wage for workers in this sector in 2002 was \$33,717, one of only two super-sectors in the county that pay average wages at or above the statewide average.

The average wage for all workers in La Crosse County, \$29,207, increased 3.3 percent from the 2001 average of \$28,263. Statewide the average wage rose 2.7 percent in 2002 to \$32,422.

Even though NAICS provides a better picture of wages in education (this dataset includes both public and private institutions) and health services; leisure

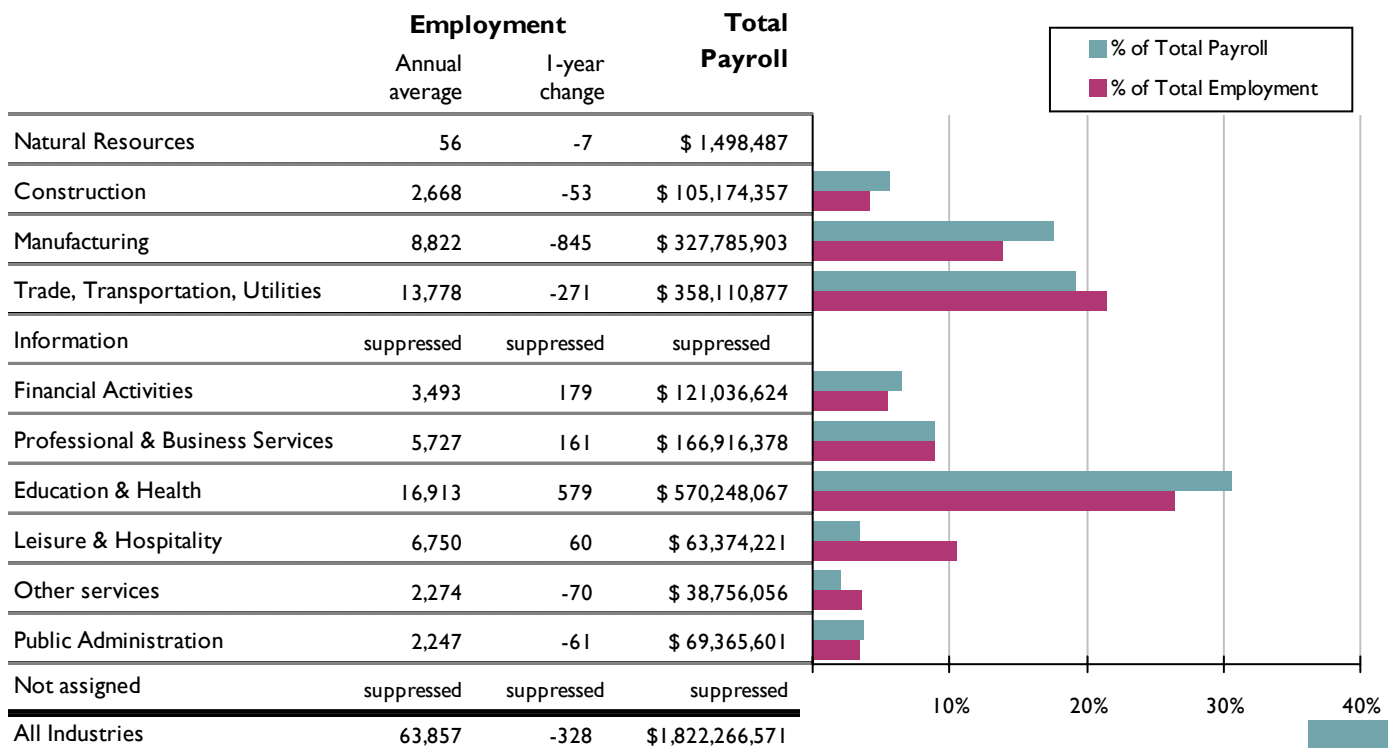
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	La Crosse County	Wisconsin	% change
All Industries	\$ 32,422	\$ 29,207	90%	3.3%
Natural resources	\$ 25,481	\$ 26,759	105%	14.2%
Construction	\$ 39,649	\$ 39,421	99%	3.5%
Manufacturing	\$ 40,584	\$ 37,156	92%	4.1%
Trade, Transportation, Utilities	\$ 28,422	\$ 25,991	91%	2.1%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 34,651	86%	9.1%
Professional & Business Services	\$ 36,324	\$ 29,146	80%	3.4%
Education & Health	\$ 33,768	\$ 33,717	100%	3.9%
Leisure & Hospitality	\$ 11,837	\$ 9,389	79%	0.7%
Other services	\$ 19,500	\$ 17,043	87%	-0.5%
Public Administration	\$ 33,769	\$ 30,870	91%	1.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

and hospitality; and in other professional and business services, there are still details on part-time and temporary employment that are key components to annual average wages. These details are not reported in the data gathering, but are obvious in some industry wage structures such as leisure and hospitality.

2002 Employment and Wage Distribution by Industry in La Crosse County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

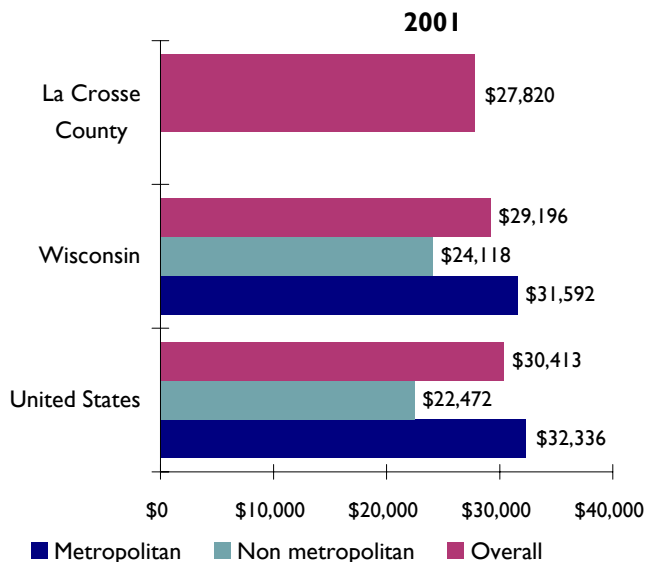
Per capita personal income (PCPI) is total personal income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. PCPI can influence the type of services and housing available within a county.

La Crosse County's PCPI growth rate has been respectable over the last five years, increasing 26.7 percent, which exceeded the state and national growth rates of 25.3 percent, each.

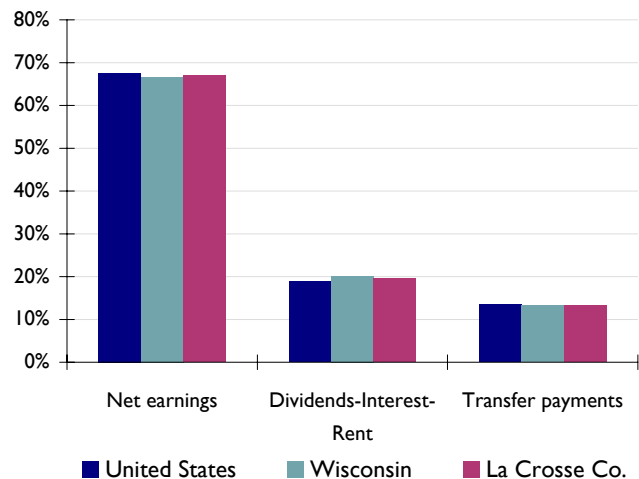
La Crosse County's PCPI in 2002 of \$27,820 ranked 17th highest of Wisconsin's 72 counties. Per capita income can be influenced by the number of wage earners, average family size, the types of occupations available, average age of the residents, and the county's labor force participation rate. La Crosse's PCPI is 95 percent of the statewide PCPI even though average wages are just 90 percent of the statewide average. La Crosse has a higher labor force participation rate than the state's meaning, in part, that there are probably more two-income households in La Crosse than the statewide average.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
La Crosse County	\$21,964	\$22,976	\$24,466	\$25,197	\$26,501	\$27,820	5.0%	26.7%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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